

**GIMBELS' Eighth Birthday**  
Sales Begin Tuesday, Oct. 1st.  
(Watch Monday Eve. Papers)

# Gimbel Brothers

32<sup>nd</sup> ST. - BROADWAY - 33<sup>rd</sup> ST

**Fourth Liberty Loan Is On.**  
Every American Citizen Worthy of the  
Name Is Doing His Utmost.

## WITH OCTOBER COMES AUTUMN IN EARNEST

**For One Day Only Making Last**  
**at \$7.85**  
**Such Beautiful Shoes**  
**for Women**



In soft, pliable kidskin in the true Havana Brown. Hand turned soles and unusually high arches. The graceful Louis Quinze heels reinforced with an aluminum plate.  
A "Line-of-Beauty" Top, and altogether such a graceful shoe that most places would charge very much more than \$7.85, and our offer is for only one day.

GIMBELS—Second Floor

### Fitted Suit Cases

SPECIALY PRICED

**Black Enamel Cowhide or Black Cross Grain**

**Goatskin Visiting Suit Case, \$25**

**Women's Black or Colored Moired Velvet**

**Dress Bags, \$8.95**

With 10 pieces white celluloid toilet articles of good quality, silk lined, with two locks. Sizes 18, 20 and 22 inches.

Pouch shape, with large antique silver effect frames.

GIMBELS—Main Floor

### Do?

Hundreds of thrifty people are relining last winter's clothes and counting this a master-stroke in economy. The next best thing to new clothes is good linings in the old ones, and GIMBELS has prepared a most attractive showing of

### LININGS

Beautiful two-tone Brocades suitable for coats, 36-in., \$3 and \$3.50

All Satin, scroll and other floral designs, twenty-one colors in the assortment, 36-in., \$2.50 yd.

Taffeta, a pretty figured silk in a staple line of colors, 36-in., \$2

Flowered Silk and Cotton, all good colors, light weight, 36-in., \$1.50

Sateens in different designs and all good colors, will give excellent service, and all are one yard wide, 75c, 95c, \$1.00

**We Are Pleased to Announce**  
that

**Dr. Minnie Fink**

Medical Director

Nemo Hygienic Fashion Institute

will be here in an advisory capacity the week beginning Monday, September 30th. The hundreds of women who are confident that they will benefit by the hygienic and fashion service of the Nemo Corset, but who feel the need of consulting a physician for their particular cases, are offered this opportunity to do so without additional cost.

**Dr. Minnie Fink will also be**  
supervision of the GIMBEL corps of  
trained graduate Nemo Corsetieres.

The Doctor's Office Will Be  
Adjacent to the Pink Corset Salon  
GIMBELS—Second Floor

### The Annual Sale of PETTICOATS

Starts With Remarkable Economy Opportunities

An event prepared for months ago. Here at very substantial savings are taffeta silk petticoats, silk jersey petticoats, wool jersey petticoats, sateen petticoats, crepe de chine and novelty petticoats.

**Priced at 10 to 30 Per Cent Less**  
**Than Present Market Prices**

At \$1.19—Dresden Petticoats; pink, blue, lavender. Tucked and pleated flounce. Elastic waistband.

At \$1.95—Pompadour (Cotton) Taffeta, in gray, rose, blue, tan, green. Van Dyke effect. Pleated flounce.

At \$2.95—Taffeta Silk Flounce Petticoat; lovely changeable colors. Body of fine sateen.

At \$3.95—Taffeta Silk, also Entire Silk Jersey Petticoats; many colors and black. New flounces, elastic waistband.

At \$4.95—Taffeta Silk Jersey and combination of both, also Peau de Cygne. Variety of styles and colors. Flounced to meet Fashion's requirements.

At \$3.95—Milanese Glove Silk Jersey Top. Handsomely flounced with changeable taffeta in two-tone colors; also black.

At \$6.95—Cashmere Wool Jersey Top with novelty silk flounce. Ideal cool weather petticoat. Fitted with elastic waistband. Black only.

Other Petticoats up to \$22.50

GIMBELS Petticoat Shop—Second Floor

### Evening or Dance Petticoats

At \$3.95—Washable Satin, tailored scalloped hem. Flesh and white. Fitted waistband.

At \$5.50—Washable Satin of excellent quality shadow lace flounce over net. Pastel ribbon trimmed.

At \$6.50—Crepe de Chine. Good, firm quality, combination lace flounce over net, edged with two rows of ribbon. Smart bow of wide ribbon.

### Extra Size Petticoats

At \$3.95—Taffeta Silk Flounce. Taffeta Top. Lovely colors and black.

At \$5.95—Silk Jersey Top, silk flounced, also all taffeta. New colors and black.

At \$7.95—Plain and Changeable Silk; newest style flounces. Colors and black.

At \$8.95—Washable Satin; lace trimmed; adorned with ribbon; fitted band. Ideal for stout figures. Flesh and white.

At \$9.95—Cashmere Wool Jersey; black only; novelty silk flounce; fitted waistband.

### Paris Says: "Furry and Pile Fabrics"

Velveteen

**SUITS**

Are such favorites this season that women are choosing them in both tailored and dressy fashions.

At \$65

Here is a model that will be among its own on any occasion.

Made with a deep

Collar of Hudson Seal Fur

(dyed muskrat)

and a charming arrangement of peplum.  
Finely tailored; lined throughout with silk peau de cygne.



Velour de Nord

**COATS**

One of the many beautiful models in the GIMBEL assortment—selected almost in anticipation of the mode—is the coat illustrated. It is extraordinarily low priced.

\$110

Showing the new fashion of Muff Cuffs

by which a woman is relieved of an additional accessory.

The great shawl collar and handsome cuffs are of genuine beaver.

GIMBELS Women's Apparel Sections—Third Floor

### Warm Sleeping Wraps

For Children 2 to 16 Years

The first chilly nights make warmer sleeping clothes for children a necessity. The very garment they need now and for later on is offered in this sale at very attractive prices. Shrewd mothers will avail themselves of this opportunity and provide an ample supply to last them throughout the Winter.

**Flannelette Night Drawers and One-Piece Pajamas, 85c, \$1 and \$1.75**

With and without feet, plain and frog trimmed. Made of good quality flannelette.

**Two-Piece Pajamas, \$2.00, \$2.50 and \$3**

In striped or plain color flannelette, frog trimmed.

**Night Gowns, \$1, \$1.50 and \$2**

In white or striped flannelette, with or without collar.

GIMBELS—Baby Shop—Second Floor

### Sheffield-Pattern Plated Meat Platter (18 in.) \$12

20-inch, \$13  
Faultless reproduction of the genuine Sheffield plate—silver-plated on a nickel-silver base—with well and tree, as illustrated.



**Cake Basket**  
Sheffield Plate Reproduction  
\$5.25

All open work, pierced design, with swinging handle.

**Bread Tray**  
Reproduction of Sheffield Plate  
\$3.75

Plain design, silver-plated on nickel silver; will give substantial wear.

GIMBELS—Main Floor

### Fountain Pens, \$1.50

For the Army and Navy.

Pen body is cartridge shaped. A box of ink tablets, one of which can be dropped into penholder and water filled to make real ink. Non-corrosive. So convenient for the soldier, sailor or civilian. Cheap for everybody. A lovely gift.

GIMBELS—Main Floor

**We Are in a Position to Offer the Fashionable Highly Serviceable**

### MINK FURS

At Vastly Lower Prices Than Those for Which Similar Garments or Fur Pieces Can Be Sold, If Bought in the Present Market

Mink—warm brown, handsomely marked, glistening-haired mink, has been re-discovered by fashion, and discriminating women are zealous in their search for garments or even small furs of this prized fur.

The GIMBEL showing of mink coats, capes and small furs is a splendid one from points of beauty and variety.

The skins are the personal selection of the GIMBEL Fur Expert—chosen when prices were incomparably lower than today.

The assortments comprise:

**Mink Coats and Wraps. . . . . \$395, \$435, \$495 to \$1850**

**Mink Capes and Capes. . . . . \$295, \$375, \$445 to \$675**

**Mink Collarettes and Scarfs. . . \$15, \$27.50, \$39.50 to \$195**

**Mink Muffs in Prevailing Styles. . \$35, \$45, \$57.50 to \$95**

GIMBELS—Third Floor



Mink Coat. Extraordinarily Special at \$495

### Exactly 300 Men's Overcoats

A Pippin for One Day Only

**\$18.75**

A Standard \$25 Coat

A group made up on the side from one of our best tailoring connections out of materials we had on hand.

Mostly form-fitting models. Quarter silk lined.

In all sizes.

A few Chesterfields in oxford grey, full silk lined.

Sizes 34 to 38.

Many fancy colorings in the form-fitting.

The offer is for to-morrow only. At the price the 300 will be snapped up in a single day.

**Aervento Raincoats \$6.85**  
FOR ONE DAY  
Another attraction tomorrow only. Plain tan or plain grey. Good lengths. All sizes. The Guaranteed Coat for men.

GIMBELS—Fourth Floor

### GIMBEL-Harrods "Paris-to-the-Front" Service

And GIMBEL Personal Service by Its Trained Foreign Offices Are Yours

Ours—to help. This forwarding of goods to men at the front from the internationally known firm of Harrods in London is on a basis of no profit to us—it is merely a bit of our bit.

We make no guarantee of safe delivery—nobody under the sun can—but almost every package has gotten through safely, and every package contains a card on which the soldier acknowledges to sender.

Many persons place PERIODIC Orders with us, to send weekly, or monthly, some of these GIMBEL-Harrods good things.  
Some persons adopt a whole group of soldiers, to make happy with these Overseas Needsfuls.

Here is an Even More Desired Service.

Now GIMBELS will send from New York merchandise for Americans in German Prison Camps.

We have the list of permitted articles—and no postage is charged. Packages must not weigh over eleven pounds.

You must state with exactness—

1st. Name and address of sender. 2d. Relationship to prisoner.

3d. Definite name of prison camp.

Permitted goods are to be mailed from New York—this service not to be confused with our Overseas Service to Men at the front.

Just let us help—any way; any time; anywhere.

Overseas Service Bureau, GIMBELS—Third Floor

## In the Subway, Beginning Monday, Our Annual Sale of Petticoats

Will Save You from 10 to 30%

In many instances the materials alone of these petticoats cost more to be bought by the yard today.

**This sale offers you splendid opportunity for securing Christmas and Holiday needs.**

**Black and Colored Cotton Petticoats, copy of a silk garment, pleated flounce, elastic waist band. 89c**

**Black Sateen Petticoats, newest model, stylish and durable, fitted elastic waist band, \$1.50**

### Flannelette Skirts

**White Flannelette Underskirts, full flounce, scallop edge. \$1.00**

GIMBELS—Subway Lower Floor

**Extra Size Petticoats for plump figures, excellent quality sateen, attractive model in French Blue, Purple, Green, Navy Blue and Black. \$2.95**

**Silk Jersey Top Petticoats, Silk Flounce, in newest colors, black, exceptional value. \$3.95**

### Knitted Underskirts

**Gray Woven Skirts, snug fitting, very comfortable. \$1.50**

### Fashions Dictate Spats and Oxfords

You can practically purchase two pairs of spats and pumps for the price of one pair of high boots. Save the leather for the Government. Wear spats with your Oxfords and pumps.



### Pumps and Oxfords at \$4.50

Dark mahogany calf, military heel, Goodyear welted soles, imitation wing tips, at \$4.50

**Opera Pumps, for street and evening wear, at \$4.00**

Patent and dull leathers, turned soles, high covered Louis heel, plain vamps. No seams or buckles to interfere with the wearing of spats.

### Women's Spats \$1.50 pr.

Ten button, felt material, in the newest shades, tan, fawn, brown, gray, white and black.

GIMBELS—Subway Balcony

### Men's, Boys' and Children's Shoes That Are Stylish, Durable, Yet Inexpensive

**Men's Shoes**—Dark mahogany calf and black calf, English last lace shoes; Goodyear welted soles. . . . . \$4.45

**Boys' School Shoes**—Gun-metal calf, Blucher models. Sizes 9 to 11½. \$2.45; 1 to 5½. . . . . \$2.95

GIMBELS—Subway Balcony

**Children's Mahogany High Cut Lace Boots.** Sizes 8½ to 11. \$2.95; sizes 11½ to 2. . . . . \$3.45

### SEWING MACHINES

At \$15, \$17, \$19.50, \$21, \$25, \$29.50, \$33  
Including Singers, Domestic, New Home, Wheeler & Wilson, Cosmo & Emblem and New Willard.

Samples and machines used for demonstrating purposes and some taken in exchange for higher priced ones.

At Very Convenient Terms—\$2 Cash, \$1 Weekly.

GIMBELS—Subway Balcony.

### Men's and Boys' Clothes

Men's and Young Men's Suits at \$19.50

Fancy mixture tweeds and worsteds, snappy models for the young man, and the more conservative for the man who wants them.

### Fall Overcoats

at \$17.50

Chesterfield model, full lined, in Oxford greys and black.

### Winter Overcoats

at \$17.50

Form fitting, box back and belted models, in fancy heavy overcoatings; also Oxford greys.

GIMBELS—Subway Balcony

### The Boys' Clothes

**Boys' Corduroy Suits, \$8.50**

Every boy and mother knows the wearing qualities of a Corduroy Suit in Dark Brown Trench Model, with belt all around and slash pockets—sizes 7 to 17 years.

**Boys' Two Trouser Suits, \$11.50**

Fancy mixtures and tweeds, in the latest models; both pairs of Trousers full lined and taped—sizes 7 to 17 years.

**Boys' Military Suits, \$7.95**

Sizes 3 to 10 Years

Just like his BIG brother's. Khaki Color with Sam Browne belt.

GIMBELS—Subway Balcony

